

**Enjoy professional-looking 35 mm
photography...indoors and out...
from dazzling close-ups to
far-away scenes!**

YOU GET ALL THIS:

- Yashica® FX-3 35mm SLR Camera
- 50mm f/2.0 Standard Lens
- 135mm f/2.8 Telephoto Lens with Lens Case
- 2X Tele-converter with Case
- 3 Close-up Lenses with Case
- Electronic Flash and Batteries
- Deluxe Gadget Bag



EXXON

USE IT FOR 30 NO-RISK DAYS!†

►DETACH HERE

Use it for 30 no-risk days† to open up a whole world of picture-taking opportunities

INCLUDED!

Electronic Flash and Batteries.
Powerful, action-stopping 1/2000 sec. flash for Indoor and Low-light conditions...fast re-cycling.



INCLUDED!

50mm f/2.0 automatic Standard Lens...for most photographic subjects...with brilliance and edge-to-edge clarity.



INCLUDED!

2X Tele-converter and Case.
Use with Standard or Telephoto Lenses to DOUBLE their power.

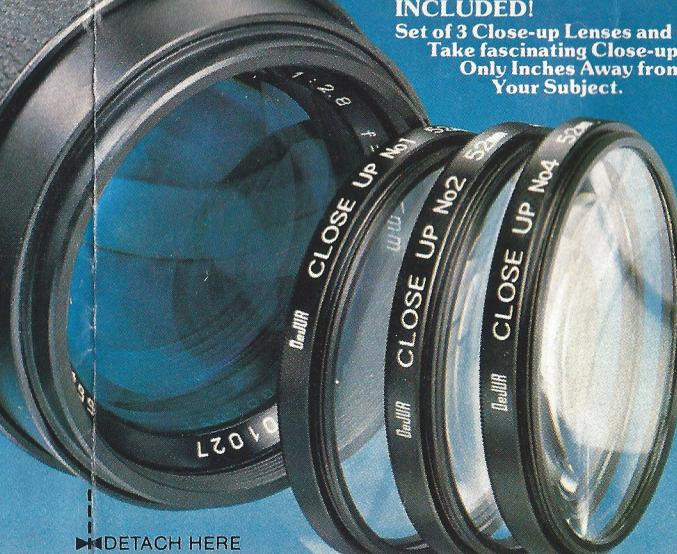
►DETACH HERE



INCLUDED!

Deluxe Gadget Bag...soft dura-hyde exterior... holds camera, lenses, film, etc.

►DETACH HERE



INCLUDED!

135mm f/2.8 automatic Telephoto Lens and Case.
Bring distant scenes 2½ times optically closer than standard lens for breathtaking effects.

FOLD HERE

Recognized Yashica quality...simplified operation...all at a popular price!

Single lens reflex ("SLR") cameras are popular because they permit you to see exactly what will appear on the film; you compose and focus to capture precisely what you want. SLR's have the added advantage of interchangeable lenses to accommodate varying conditions—your Yashica accepts interchangeable Yashica, Zeiss and other high quality bayonet lenses.

- Exposure...simply turn the aperture f-stop ring until the viewfinder indicates the proper exposure...it's that simple!
- Metering...FX-3 features through-the-lens, center-weighted CdS which meters the amount of light entering the lens and registers the correct exposure by means of the LED display.
- Focusing...Microprism spot with fine-focusing collar.
- Shutter...Speeds from 1 second to 1/1000th second; B; X-synchronization; self-timer.
- ASA speeds...12 to 1600 in full variety of film speeds and types.
- Weight...Only 24 ounces with standard lens.
- Additional features... "Hot shoe" for flash photography...easy loading film spool...single stroke film advance lever...double-exposure prevention...self-timer...automatic exposure counter.

CHARGE TO YOUR EXXON CREDIT CARD ACCOUNT

Yashica FX-3 SLR Camera and Lens System (#16410)

**ONLY
\$333³³***

a month
for 12 months
plus 83¢ per
month for ship-
ping and han-
dling)

Or, if you
prefer, one
payment of
only

\$399⁹⁶*

(plus \$9.96 for
shipping and
handling).



Optional 35mm
f/2.8 WIDE
ANGLE LENS—
Get those W-I-D-E
panoramic scenes,
or group shots
without stepping
back...and back!
Permits you to be
close to your sub-
ject but still include
surrounding area...
gives good depth-of-field and
sharpness. (#17380)

Or, if you prefer,
one payment of only
\$99⁹⁶*

a month
(plus 41¢ per
month for ship-
ping and han-
dling)

(plus \$4.92 for
shipping and
handling)

*State and local taxes, if any, are additional.

FOLD HERE

NO-RISK POSTAGE-FREE ORDER FORM FOR YASHICA FX-3 SLR CAMERA OUTFIT

My EXXON Credit Card Number is

(Please print your number from your Exxon Credit Card)

NAME _____

STREET
ADDRESS _____

CITY _____

STATE _____

I agree to pay in accordance with the current terms of my Exxon Credit Sales Agreement.

Please see brochure for
complete details.
Offer expires May 31, 1982.
Exxon reserves the right to refuse
any order.

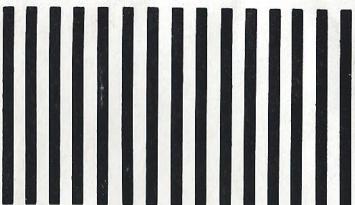
ZIP _____

(Signature) _____

100BB

32722

Detach as indicated. Refold this folder so Business Reply Address faces outside. Moisten this gummed edge. Seal and mail. No postage necessary.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

EXXON COMPANY, U.S.A.

MERCHANDISE CENTER

P.O. BOX 1013
BERWYN, ILLINOIS 60402

POSTAGE WILL BE PAID BY ADDRESSEE

FIRST CLASS MAIL

BUSINESS REPLY MAIL

FIRST CLASS

PERMIT NO. 200

BERWYN

ILLINOIS

The Yashica FX-3 lets you "preview" your picture and exposure BEFORE you shoot to help eliminate errors!

You get automatic exposure previewing when you press the exposure check button...While looking through the viewfinder simply touch the automatic exposure check button. You'll know if the settings are correct before you shoot...before you waste a shot! It quickly advises you of the exposure required by the scene—and if the camera is properly set. If improper—a visible red L.E.D. light signals a warning. If proper, a green L.E.D. signal lights up. You can therefore quickly determine the exposure setting, and if not correct, simply "dial" a new one until the green light goes on. It's that easy!

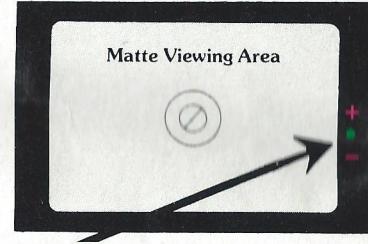
Built-in Self-Timer lets you include yourself in the picture...Now you can get into your own pictures simply by pressing the self-timer button. This activates the delayed shutter release mechanism, then trips the shutter after a 10-second interval...giving you time to include yourself in the scene.



Microprism Collar lets you focus easily. When rough grainy-look disappears, you'll have precise focus.



Or, align the split-image center spot.



3 L.E.D.'s Warn of Incorrect Exposure... BEFORE You Shoot.

- (+) Red L.E.D. signals overexposure
- (-) Green L.E.D. signals correct exposure
- (-) Red L.E.D. signals underexposure

Versatile 3 Lenses and 2X Tele-converter Let You Enjoy A Wide Range of Picture Taking...



Use the 50mm f/2.0 Normal Lens for your regular, mid-range shots



Add 2X Tele-converter to 50mm Lens, get effect of a 100mm lens



Use the 135mm f/2.8 Telephoto Lens to bring distant subjects really close.



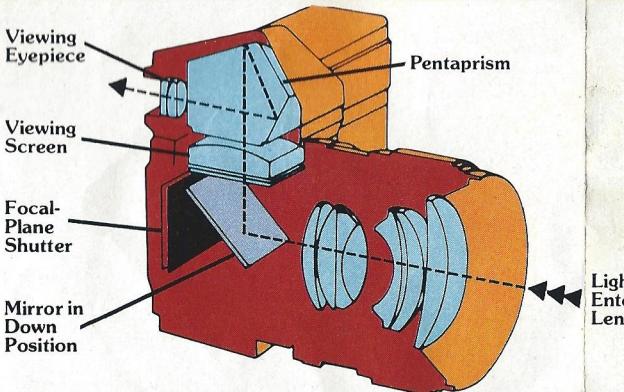
Add 2X Tele-converter to 135mm Lens, get super-close—equal to 270mm!



Add optional 35mm f/2.8 Wide Angle Lens for group shots and panoramic scenes.



Use 1, 2, or combination of all 3 Close-up Lenses for a variety of close-up effects



What is an SLR Camera... and why is it so popular with both professionals and amateurs alike?

SLR means Single Lens Reflex. An SLR Camera lets you view the photographic subject through the same lens that takes the picture.

YASHICA LIMITED WARRANTY

A copy of the Yashica limited warranty for this camera will be included with it; or you may obtain a free advance copy by writing Exxon Merchandise Center, P.O. Box 87003, Chicago, IL 60680.

TRY THIS REMARKABLE YASHICA CAMERA SYSTEM FOR 30 DAYS BEFORE YOU CHARGE IT TO YOUR ACCOUNT

The Yashica Camera Outfit has been selected by Exxon for its value and you must be completely satisfied. You may return the Camera Outfit for any reason during the 30-day trial period, without obligation. Simply return (UPS or prepaid parcel post insured) to Exxon Merchandise Center, 3210 S. Central Ave., Cicero, Illinois 60650 for full credit.

Specifications

- ✓ **Standard Lens:** Yashica Lens ML 50 mm f/2 featuring the Contax/Yashica Mount and fully automatic diaphragm action. Full interchangeability with Yashica ML and Contax/Yashica Mount Zeiss T* lens lines.
- ✓ **Shutter:** Vertically run, all-metal focal plane shutter with speeds from 1/1000 sec. to 1 sec., plus "B." Direct hotshoe flash synch at 1/125 sec.
- ✓ **Exposure control:** Through-the-lens full aperture center-weighted light reading via quick-response SPD cell in pentaprism housing.
- ✓ **Exposure system:** LED-O-MATIC "Zero-in" exposure-metering system: Green LED indicates correct exposure, Red (+) LED indicates over-exposure, Red (-) LED indicates under-exposure. Readout in viewfinder on pressing exposure check button. ASA range from 12 to 1600. EV range from EV 2 to 18 (f/1.4 at ASA 100).
- ✓ **Viewfinder:** Through-the-lens reflex viewfinder with image magnification of 0.91X (at infinity); shows approx. 92% of the image field. Diagonal split-image centerspot focusing screen surrounded by microprism collar in matte field.
- ✓ **Other features:** Built-in 10 sec. self-timer, 130° full-stroke film advance lever with 20° stand-off; multi-slot take-up spool for easy film loading; rapid rewind crank, hinged back cover with double safety lock, lens release button, tripod socket; additive-type auto re-setting exposure counter.
- ✓ **Batteries:** Powered by two 1.5V silver-oxide batteries.